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and the importance of psychology in business is emphasized, the book proceeds to analyze "the mind of the salesman" and "the mind of the buyer." A treatment of these two essential elements in the background of salesmanship is followed by a discussion of the actual sale under such topics as "the psychology of purchase," "the approach," "the demonstration," and "the closing."

Altogether it is a very suggestive and pleasing work, and attempts to gain for psychological factors the respect and consideration of business men. The author, however, has overdone his attempts at a sprightly and picturesque style.

Through the Mill. By AL PRIDDY. New York: The Pilgrim Press, 1911. 8vo, pp. vii+283. \$1.35 net.

The author has here presented in autobiographical form a popular treatment of the question of child labor. The victim's circumstances are aggravated by the fact that his drunken foster-parents, thoroughly foreign in their understanding, are unable to adapt themselves to American customs and laws, whereby parents of most modest means send their children to school.

Two points of significance are brought out in the first part of the book, namely, the perjury of the father with regard to the boy's age, and the leniency with which school certificates are secured without requiring records of birth. The second part of the book deals with the commonly understood physical and moral dangers attendant upon child labor.

The Challenge of the Country. By GEORGE WALTER FISKE. New York: Association Press, 1912. 12mo, pp. xiii+283. 75 cents.

Avowedly, the purpose of this volume is to point out to college students opportunities in various directions for rural leadership. A general survey and brief discussion of farm problems in the United States is distinctly subordinated to this end. The attitude of the author is hortative with little critical emphasis. Secondary material alone is employed in a rather indiscriminate manner. Though there is little of purely scientific value, the book is admirably edited and contains numerous illustrations which together with a clear and at times forceful style ought to make it of value within the field for which it is intended.

The British West Indies. By A. E. ASPINALL. Boston: Little, Brown & Co., 1912. 8vo, pp. 425. \$3.00 net.

This is a book of general information concerning the history, the resources, the industrial development, the forms of government, and the life and activity generally of the British West Indian colonies. All of these subjects are treated in an interesting and suggestive manner, though not with any pretense at completeness. Despite the sketchy treatment, or, perhaps, because of it,